

200

FIG. 2A

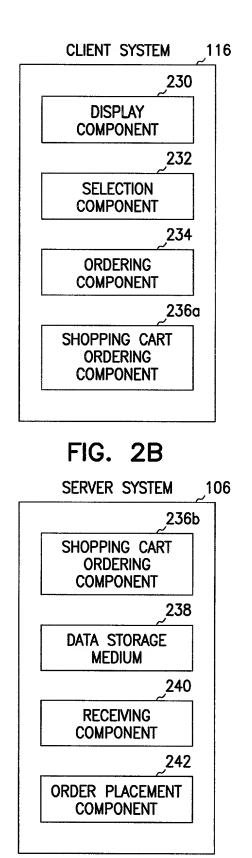
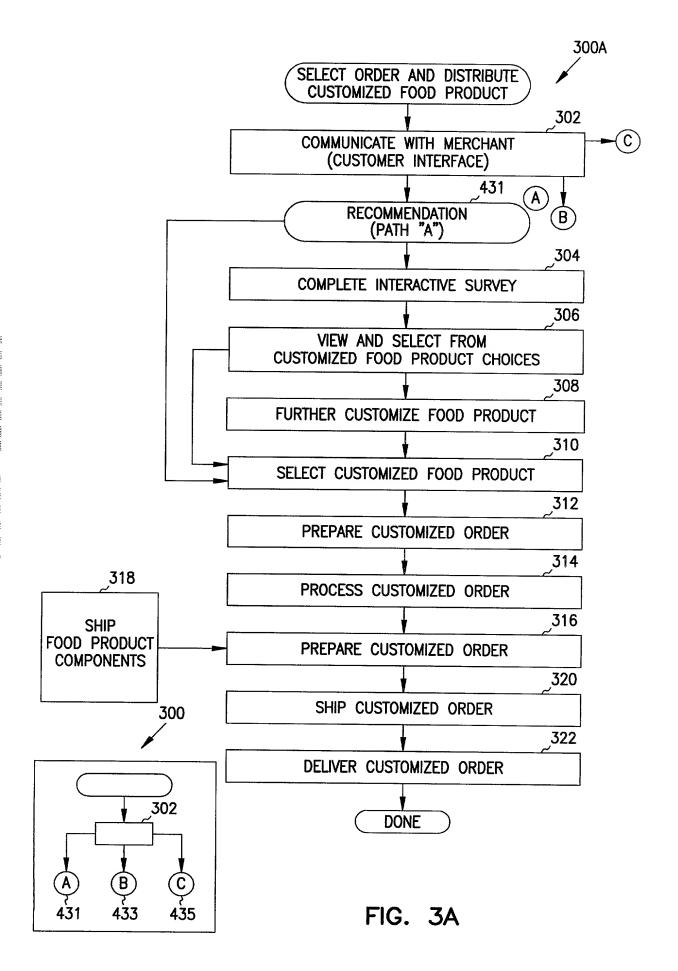


FIG. 2C



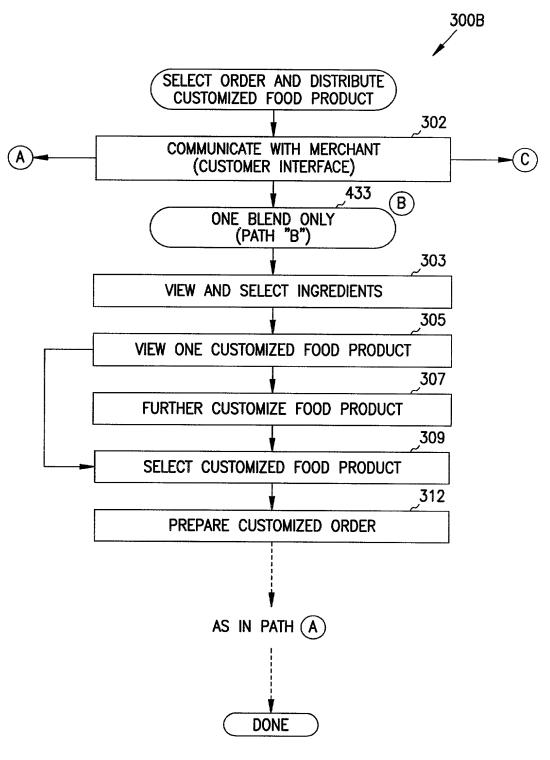


FIG. 3B

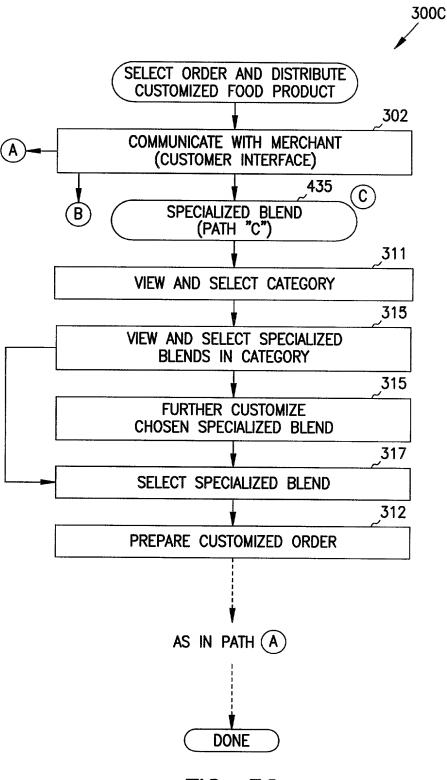


FIG. 3C

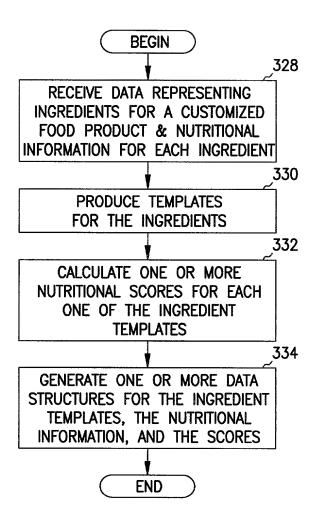


FIG. 3D

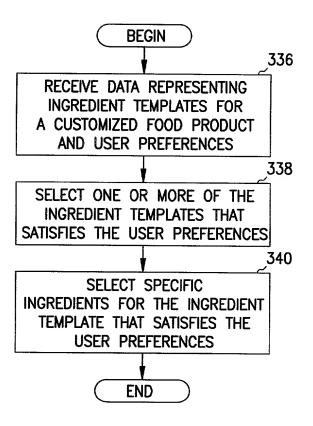


FIG. 3E

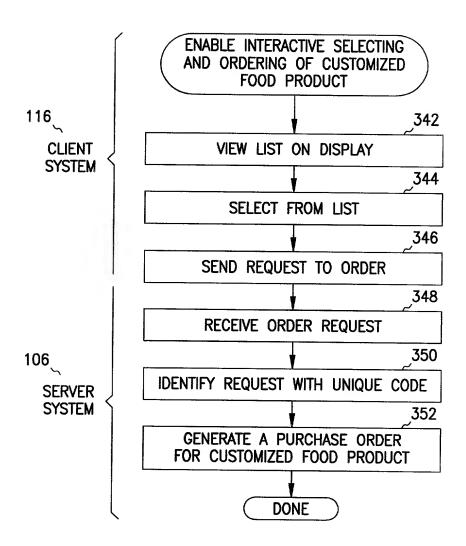
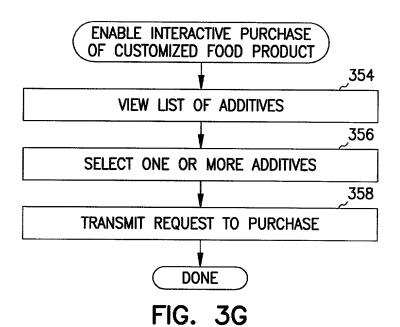
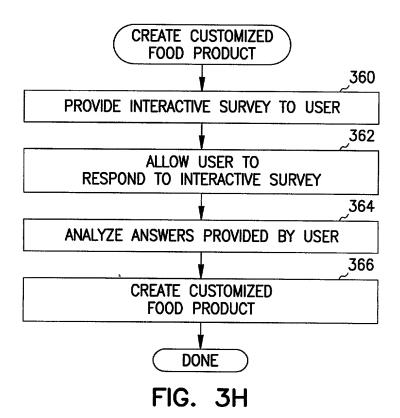


FIG. 3F





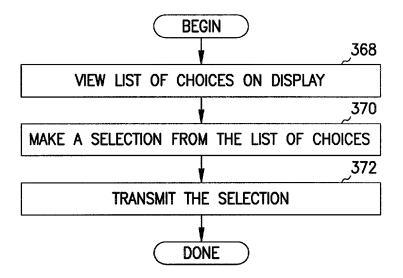
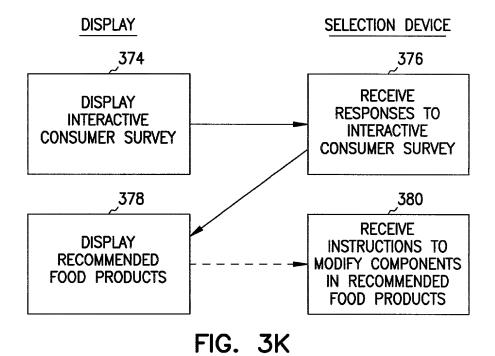


FIG. 31

370 431 435 433 **CUSTOMIZED CUSTOMIZED CUSTOMIZED FOOD FOOD** FOOD **PRODUCT INGREDIENT CATEGORY CHOICES CHOICES CHOICES** A \bigcirc (B)

FIG. 3J



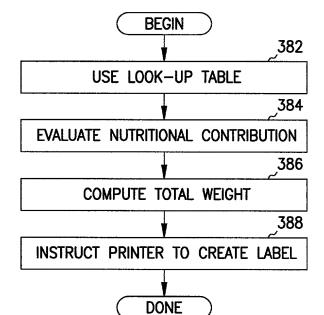
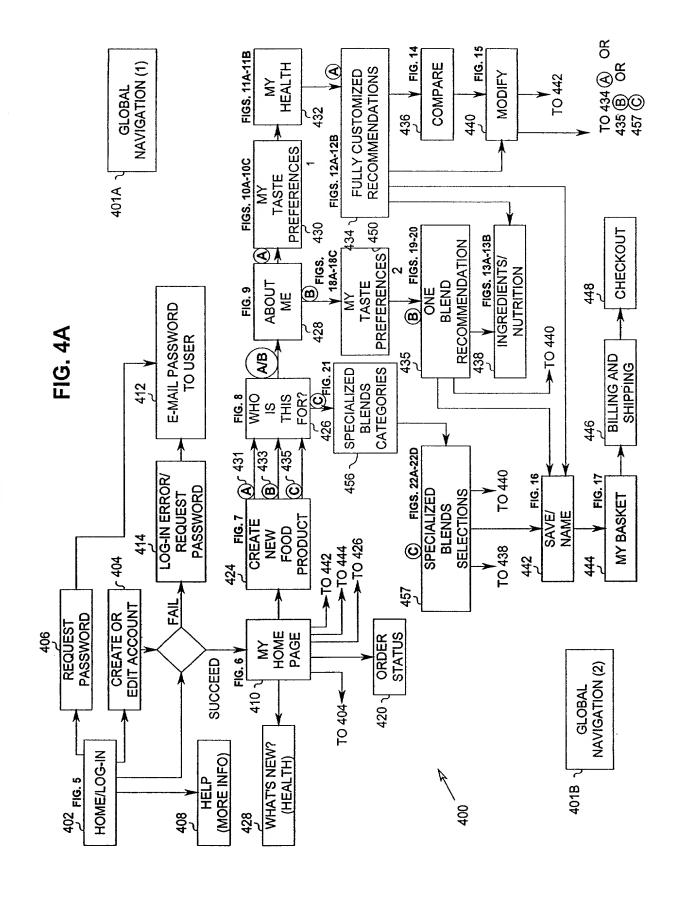
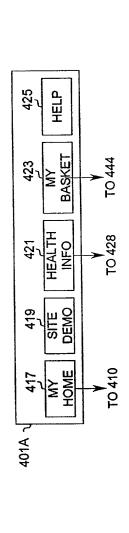


FIG. 3L





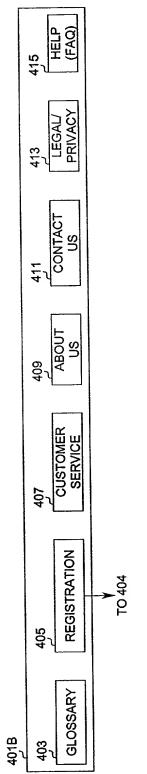


FIG. 4B

]								
Fil	е	Edit	View	Insert	Format	Tools	Shape	Window	Help
								•	<u> </u>
	w	elc	ome						
				•	3377 *11 C	1			
	foo	d pro	oduct tailore	d to your i	We will for ndividual ne			~ 502	
	and	l deliv	ver it right to	o you.					
	CRE	EATE	OR EDIT AN	ACCOUNT		<u> </u>	RNING USER	<u>s</u> ~ 510	
						mail			
					Pass	sword 1.	·	ŧ	
	5 4 °	2 ~	> C	_					
	<i>506</i>	ĵ ~	> I Forgot	My Passw					
	508	3 ~	> I Don't W	ant to Crea	te an Account	, But I'd Li	<u>ke More Inf</u> a	rmation	
•									<u>-</u>

402

	T					····		1 1	
File	Edit	View	Insert	Formet	T1-	Ol-	340	_ 🔻	_
1 110	Luit	view	msert	Format	Tools	Shape	Window	He	lp
						· · · · · · · · · · · · · · · · · · ·			Τ.
							•		
	my b	ome p	oage						
		•	O						
				ODUCTS YO		ATED BEFC	RE ~ 603		
					· 642 644				
				Remove ~					
				YOU'VE CR		EFORE	~ 605		
				Modify -					
			> <u>K</u>	emove ~	647				
	-1								
•	WDAL'S : Bone Hea	new ~	628						
	> More Info								
	Women's								
	> More Info	~ 675							
				> Create a					
				> <u>Check P</u> > <u>Edit Acc</u>					
			004	- <u>Euu Acc</u>	ount injoi	rmation			
				4					•
4								•]

File	Edit	View	Insert	Format	Tools	Shape	Window	Не	elp
	İ							-	•

create a new food product

RECOMMENDATION	ONE BLEND ONLY	SPECIALIZED BLENDS
PATH A ~ 431	PATH B ~ 433	PATH C ~ 435
RECOMMEND	ONE BLEND ONLY	SPECIALIZED
CUSTOMIZED	(YOU TELL US!)	BLENDS
BLENDS		(NEW CREATIONS!)
(WE HELP YOU!)		
LOOKING FOR YOUR	ALREADY HAVE A	INTERESTED IN
PERFECT BLEND OF	PERFECT CEREAL IN	SPECIFIC BLENDS FOR
TASTE AND	MIND?	TASTE OR HEALTH
NUTRITION?		NEEDS?
	MIX AND MATCH UP	
PUT US TO WORK	TO 6 INGREDIENTS	WONDER WHAT
CREATING CEREALS	HERE?	CEREALS OTHERS,
CUSTOMIZED TO		INCLUDING YOUR
MEET YOUR TASTES	WANT TO MODIFY	FAVORITE
AND HEALTH NEEDS!	YOUR FAVORITE	PERSONALITIES HAVE
	CEREAL?	CREATED
	CHECK OUT OUR	
	SPECIALIZED BLENDS!	<u> </u>
>Go ~ 731	>Go ~ 733	>Go ~ 735

/ 424

									-	•
File	e E	∃dit	View	Insert	Format	Tools	Shape	Window	He	elp
										7
		R	RECOI	MMEN	IDATIC	N PA	TH	(A)		
		0	NE BI	END	ONLY	PATH	1	(B)		
	c	or						()		
			PECIA	LIZED	BLEN	IDS P	ATH	(C)		
		•						()		
			.	<i>c</i> -						
	w.	bo is	s this j	tor?						
	I AN	M SHOP	PING FOR	(ENTER N	IAME):			~ 801		
	(this	s name v	vill appear	on the prod	luct package)					
										▼
4									•	

			·								
										-	_
Fil	e	Edit	View	Insert	Form	at	Tools	Shape	Window	He	lр
	_										τ
	a	bout	me	RE	СОМ	MΕΝ	IDATI	ON PAT	H (A)		
				or ON	E BL	END	ONL	Y PATH	. ,		
	90)3 ~ GE		> <u>Female</u> > <u>Male</u>		05 ~		> <u>2-10</u> > <u>11-17</u> > <u>18-39</u>	> <u>40-55</u> > <u>56-70</u> > <u>over 70</u>		
	9			AVE FOODS VOID? SELE					DULD		
	[•		o food allergies of dverse reactions				Eggs			
	NU	JTS:						Soy			
		•	P	eanuts				Wheat			
		:	0	ther Nuts*				Dairy produ	cts		
	*01	ne or more	of the follow	ving: Almonds, F	ecans, V	Valnuts,	, Hazelnuts	s, Macadamia	nuts		
	90)9 ~ SE	ELECT YO	OUR PREFER	ENCE I	OR SI	ERVING	SIZE:			
	<u></u>	About About	(for small a t 1 cup t 1 3/4 ounc 80 calories	ppetites) es	С	1 -1 1/ About	m (for mod 2 cups 2 ounces 50 calories	erate appetite	s)		
	С	1 1/2 About	for hearty -1 7/8 cups 3 ounces 20 calories		c	1 7/8 - Over 3	Large (for o 2 1/4 cups ounces 00 calories	cereal lovers!) s			
	91	11 ~ Al	RE YOU C	ON A SPECIA	L DIET	? SEL	ECT AL	L THAT AP	PLY:		
	C	No sp	ecial diet		0	Diabet	ic				
	C	Veget	tarian		C	Low ch	nolesterol,	low fat			
	0	Lows	odium		O	Athlete	e-in-training	g (high carboh	ydrate)		
	C	Weigi	nt Watchers	®/Jenny Craig®	0	Atkins	Ø				
	01	13∼ SE	EL DOT VO	vin norren	ים כם	CIZA	ODIO EO	DM.			
	9 i			OUR PREFER	CEU PF	ICKAI	JING FU	KIVI:			}
	C										
	٠,	Pouc	41								
											-
◀										>	L_

428

	<u> </u>								•	•
File	Ed	it View	Insert	For	mat	Tools	Shape	Window	He	elp
ß	ore	COMMI ferences1						" my		
С	EREA	AL FLAKES (CH	OOSE AS I	MAN	Y AS Y	OU LIKE)	~ 1002			
		Bran Flakes		So	y Flakes					
Γ	-	Cocoa Com Flakes	· [<u>Fro</u>	osted Cor	n Flakes				
Ε		Corn Flakes	E	<u>S</u> w	reetened	Soy Flakes				
		Multi-Grain Flakes	Г	Fro	osted Wh	eat Flakes				
Γ.	_	Oatmeal Flakes		W	nole Graii	n Wheat Flat	<u>(es</u>			
		EAL PUFFS AN				MANY A	S YOU LIKE	i) ~ 1004		
		Fruit Flavored Co			Oat and	I Soy Rings				
		Fruit Flavored Co			Oat Rin	-				
		Fruit Flavored Ri			Peanut	Butter & Cod	coa Corn Puffs			
		Cinnamon Corn			Rice Pu					
		Cocoa Com Puff				ned Com Pu				
		Cocoa Rice Puffs	i.			ned Oat Puf	<u>fs</u>			
		Corn Puffs				Oat Rings				
		Honey Nut Oat R				ned Oat & S				
		Maple Flavored (Corn Puffs		Sweete	ned Wheat F	Puffs			
71									Τ.	V
1									>	$\perp \perp$

*†*430A

FIG. 10A

									-	•
File	Edit	View	Insert	Format	To	ols	Shape	Window	Не	elp
										\top
	D E	0016160	TO A PETE	N 7 10 4 55	TT (C A)					
		COMMEN					· 1006			
	CERE	EAL FORMS (CHOOSE A	S MAN I A	13 100	LIKE	.) ~ 1000			
	Γ	Toasted Cinnam	non Multi-Grai	n Squares	Γ	Mult	i-Grain Granola	<u>a</u>		
	Γ	Cinnamon Grah	am Squares		Γ	Mult	i-Grain Muesli			
	Γ	Corn Squares			Г	Rice	Squares			
	Γ	High Fiber Bran	Shreds		Γ	Whe	at Biscuits			
	Γ	Honey Nut Multi	-Grain Square	<u>s</u>	Γ	Whe	at Nuggets			
	Г	Honey Graham	Squares		Г	Whe	at Squares			
	Γ	Multi-Bran Squa	ires							
	FRUI	TS - PLEASE I	NOTE THA	T ALL FRU	UIT SEL	ECTI	ONS ARE D	RIED OR		
	FREE	ZE-DRIED. (C	CHOOSE AS	MANY A	S YOU I	LIKE	· ~ ·	1008		
	Г	Apple Slices		Г	<u>Pineapple</u>	Bits				
	Γ_	Raisin Apple P	rune Bits							
	Γ.	Banana Bits			Raisin Da	te Bits	1			
	Γ	Cherry Bits		Г.	Raisins					
	Г.	Cinnamon App	le Slices		Raspberry	Bits				
	Γ	Coconut Bits		Г	Strawberr	y Bits				
	Γ	Cranberry Bits		Г.	Sweetene	d Date	e Bits			
	_	Golden Raisins	<u> </u>	Г	Toasted C	Coconu	ut Bits			
	T.	Mango Bits		Γ :	Whole Blu	ıeberri	es			
	Γ	Peach Bits		Γ :	Whole Ch	erries				
	Г	Whole Cranber	rries							
4									•	

*†*_{430B}

FIG. 10B

] [7					1
Fil	le	Edit	View	Insert	Format	Tools	Shape	Window	₩	elp
					· Omice	10010	Onapc	VVIIIGOV	П	ŧιΡ
									·	_
		DE	COMME	רי א כדובי	TOND	A TTTT CC	4 33			
			COMME S (CHOOSE AS				_			
		1101	CI ICOSE AS	MAINI AS	OLIKE	~ 7	010			
		Г	Almond Coated F	<u>Raisins</u>	Γ	Chopped Wa	<u>Inuts</u>			
		Γ	Almond Slices		Г	Dried Fruit ar	nd Nut Blend			
		Γ	Chopped Hazelnı	<u>uts</u>	Г	Sugar Coated	d Sliced Almon	ıd <u>s</u>		
		Γ.	Chopped Pecans		Г	Honey Roaste	ed Soy Nuts			
		Г.	Chopped Roasted	d Macadamia	Nuts	Roasted Soy	Nuts			
	(CLUS	TERS/ADD-IN	IS (CHOOS	FASMANI	Z A S VOILL	IVE) ~	1012		
			1210/1122 114	5 (011005	L NO MAIN	AS TOOL	AKE) ~	1012		
	ļ	<u> </u>	Banana Nut Clust	<u>ters</u>	Γ	Sweeten	ed Nut Cluster	<u>s</u>		
	ı		Maple Nut Cluste	<u>rs</u>						
	ļ	<u> </u>	Chocolate Flavore	ed Marshmall	ow Bits					
	I		Dinosaur Shaped	Rice Puffs	Г	Marshma	Illow Bits			
	ſ		Oat Clusters							
									-	_
4			-			***	· · · · · · · · · · · · · · · · · · ·		•	-

*J*430C

FIG. 10C

]									•	•
File	е	Edit	View	Insert	Form	at	Tools	Shape	Window	He	lp
			11.1					· · · · · · · · · · · · · · · · · · ·			
		•				<i>lEN</i>	IDAT		1 <i>TH "A"</i>		
		gen	eral health	concern	S			~ 1102			
i]	PLEA	ASE CHECK, A	LL THAT A	APPLY:						
			Colon cancer			Γ	Energy				
			Constipation/Des	sire Extra Fibe	<u>er</u>	[]	Osteoporo	osis or bone he	<u>alth</u>		
			Diabetes				Pregnant	or nursing			
		Γ	High blood press	sure			Menopaus	<u>se</u>			
			High blood chole	sterol		匚	Digestive	<u>problems</u>			
	İ		Heart disease or	coronary arte	ery disease		Frequent	colds or influen	<u>za</u>		
	1		Arthritis				Migraine I	-leadaches			
			Weight loss/weig	ht manageme	<u>ent</u>		Memory L	oss			
			High blood chole	sterol or hear	t disease		I <u>nsomnia</u>				
			Electrolyte Loss training, etc.)	(diarrhea, ath	letic	Г	None of the	e above			
			l suppleme ASE CHECK A		PPLY:		~ 1104	4			
	i		Prenatal Vitamin	<u>s</u>			<u>Ми</u>	ltivitamin			
	-		Other (specify	<u>()</u>							
		П	Herbal Suppleme	ents (specify)							
1)	•

*f*432A

File Edit View Insert Format Tools Shape Window Hele my health RECOMMENDATION PATH "A" just for women ~1106 ARE YOU CURRENTLY PREGNANT OR TRYING TO BECOME PREGNANT? YES NO ARE YOU LACTATING? YES NO ARE YOU EXPERIENCING ANY SYMPTOMS YES NO Lifestyle ~1108 DO YOU EXERCISE AT LEAST THREE TIMES YES NO ARE YOU A SERIOUS ATHLETE YES NO ARE YOU A SERIOUS ATHLETE YES NO DO YOU SMOKE? NO eating habits ~1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO YOU EAT? Click bere for more information to belp with this section:	p
ARE YOU CURRENTLY PREGNANT OR TRYING TO BECOME PREGNANT? ARE YOU LACTATING? ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? DO YOU EXERCISE AT LEAST THREE TIMES AWEEK? ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? PES NO NO eating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
ARE YOU CURRENTLY PREGNANT OR TRYING TO BECOME PREGNANT? ARE YOU LACTATING? ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? DO YOU EXERCISE AT LEAST THREE TIMES AWEEK? ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? PES NO NO eating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
ARE YOU CURRENTLY PREGNANT OR TRYING TO BECOME PREGNANT? ARE YOU LACTATING? ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? DO YOU EXERCISE AT LEAST THREE TIMES AWEEK? ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? PES NO NO eating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
OR TRYING TO BECOME PREGNANT? ARE YOU LACTATING? ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? PES NO Lifestyle AWEEK? AWEEK? ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? PES NO ARE YOU A SERIOUS ATHLETE TO YES NO NO PES NO ARE YOU A SERIOUS ATHLETE TO YES NO NO PES NO N	
OR TRYING TO BECOME PREGNANT? ARE YOU LACTATING? ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? PES NO Lifestyle AWEEK? AWEEK? ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? PES NO ARE YOU A SERIOUS ATHLETE TO YES NO NO PES NO ARE YOU A SERIOUS ATHLETE TO YES NO NO PES NO N	
ARE YOU LACTATING? ARE YOU EXPERIENCING ANY SYMPTOMS TO YES NO ARE YOU EXPERIENCING ANY SYMPTOMS TO YES NO Lifestyle	
ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE?	
ARE YOU EXPERIENCING ANY SYMPTOMS TO YES NO Itifestyle	
OF MENOPAUSE? VES NO Lifestyle A 1108 DO YOU EXERCISE AT LEAST THREE TIMES YES NO ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? PES NO PO YOU SMOKE? A 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
Lifestyle DO YOU EXERCISE AT LEAST THREE TIMES YES NO ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? Pes NO NO Peating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
DO YOU EXERCISE AT LEAST THREE TIMES YES NO ARE YOU A SERIOUS ATHLETE YES NO DO YOU SMOKE? YES NO eating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
DO YOU EXERCISE AT LEAST THREE TIMES YES NO ARE YOU A SERIOUS ATHLETE YES NO DO YOU SMOKE? YES NO eating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
A WEEK ? ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? YES NO VES NO PER TO NO PER TO NO PER TO NO POR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? Peating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
ARE YOU A SERIOUS ATHLETE DO YOU SMOKE? Peating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
DO YOU SMOKE? Peating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
eating habits ~ 1110 FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO	
100 LAT: Citck were for more information to very with this section.	
CALCIUM-RICH FOODS 0 or 1 2 or 3 4+	
FRUITS 0 or 1 2 or 3 4+	
<i>VEGETABLES</i>	
MEAT AND EGGS 0 or 1 2 or 3 4+	1
CEREALS, BREADS AND	
GKAINS	
3WEE13	
→	•

								-	
File	Edit	View	Insert	Format	Tools	Shape	Window	He	əlp
			NDATI lation	ON PAT es	TH "A"				
	cus	TOM BLEN	ND ONE	-1202					
	INGR	EDIENTS	~1201						
	Multi- Clust	-Grain Gra ers	anola, Drie	d Cherry Bits,	Enriched		with Iron, Oat		
	Cons	umers wit	h food alle	rgies: No alle	rgens found	d. ~12	203		
	Nutri	tion Highli	ghts ~12	05					
	100	%	/itamin C 100 % aily Value	Calcium 50 % Daily Value	Fiber 10 g	Folic Acid 70 % Daily Value	Soy Protein 0 g		
		ve This Cereal d add to	Ing	<u>Detailed</u> gredients/Nu <u>Panel</u>	trition	Modify Cereal	Pricing		
		Basket) 1244		<u>1238</u>		<u>1240</u>	<u>1202</u>		
	, cust	FOM BLE	ND TWO	~1204	;	tin me with	*\$\psi\psi\psi\psi\psi\psi\psi\psi\psi\psi		
			•	es, Oat Cluste rgies: Contain					l
	· Nutri	tion Highli	ghts						
	100	%	/itamin C 100 % aily Value	Calcium 70 % Daily Value	Fiber 6 g	Folic Acid 100 % Daily Value	Soy Protein 0 g		
	(ve This Cereal d add to	<u>Ing</u>	Detailed gredients/Nu Panel	<u>trition</u>	Modify Cereal	Pricing		
4							4	•	

	Τ							1	
		·						-	
File	Edit	View	Insert	Format	Tools	Shape	Window	He	elp
I	RECO	MMEI	VDATI	ON PA7	TH "A"	•			-
4	ocom	mon	dation	s (cont	inno	7)	•		
,	ecom	meno	iaiion	s (cont	inneu				
	CUSTO	M BLEND	THREE	~1206					
	Nut Clu		m Squares, opped Haze						
	Contair		th food aller , DAIRY, AL redients						
				N	utrition Hig	hlights			
	Vitan 6		Vitamin C 10 %	Calcium 15 %	Fiber 3 g	Folic Acid	Soy Protein 0 g		
	Daily	Value D	aily Value	Daily Value		Daily Value	- 5		
	(an My	for the b	may contain lend you se	e Cereals' Ni	oncerned, p	Modify Cereal	<u>Pricing</u> n "Complete		
	1210 ~		> See Mor						
	(Selecting	g "Start Ov		you back to "(Create New	Food Product	" page (410)		_
∢								T.	
									

FIG. 12B

434B

File Edit View Insert Format Tools Shape Window Help

RECOMMENDATION PATH "A" ONE BLEND ONLY PATH "B" or SPECIALIZED BLEND PATH "C"

ingredients/nutrition

CUSTOM BLEND ##:

~1302

Multi-Grain Flakes, Honey Nut Clusters, Dried Fruit and Nut Blend, Chopped Pecans (See complete ingredient listing below Nutrition Facts panel)

Nutrition	Facts		
Serving Size 1 (Servings Per Co	olgj nteiner 1		
Colvings Fel Co	mamer. 1		
Amount Bas Cana			with 1/2 cup
Amount Per Serv Calories	ing Ce	real sk 210	im milk 240
Calories from Fat		50	50

Total Fat 5g*		8%	Value**
Saturated Fat 0.5c	•	3%	3%
Polyunsaturated F		370	3%
Monounsaturated			
Cholesterol Omg	at 3.30	0%	
Sodium 260mg			1%
Potassium 125mg		11%	13%
Total		4%	8%
Carbohydrate 38g	,	13%	14%
Dietary Fiber 3g		13%	13%
Sugars 18g			/8
Other Carbohydrat	es 17a		
Protein 3g			
Vitamin A		2004	
Vitamin C		20%	25%
Calcium		50%	60%
Iron		45%	60%
		70%	70%
Vitamin D		25%	35%
Vitamin E		30%	60%
Thiamin		30%	80%
Riboflavin		30%	90%
Niacin		30%	80%
Vitamin 86		30%	80%
Folic Acid		70%	70%
Vitamin B12		30%	80%
Biotin		50%	50%
Pantothenic Acid		50%	60%
Phosphorous		6%	15%
Magnesium		30%	30%
Zine		30%	80%
Copper		25%	25%
"Amount in Cerezi. As provides 6g fat, 0mg 200mg potassium, 43 and 6g protein." "Feroent Daily Values Your daily values ma your oalorie needs:	oholesterol, 31 g oarbohydrate are based on a y be higher or	Omg sodium (23g sugars 2,000 calori lower depend	e diex. ling on
		000	2.500
		35g 20g	80g 26g
Cholesterol Le		200a	20g 300mg
Sodium Le	ssthan 2	400mg	2,400mg
Potassium		5.500mg	3,500mg
Total Carbohydrates Dietary Fiber		800g 85g	375g
"" Diabetio Exchange	•	. 5 Ottomb	30g 1 Fart
Dietetic Association	Distatio Associ	ation and Am	eriozn

~1304

438A

File Edit View Insert Format Tools Shape Window Help

RECOMMENDATION PATH "A" ONE BLEND ONLY PATH "B" or SPECIALIZED BLEND PATH "C" ingredients/nutrition (continued)

INGREDIENT LIST

~1306

Multi-Grain Flakes: CORN MEAL, WHEAT BRAN WITH OTHER PARTS OF WHEAT, WHOLE GRAIN BARLEY, WHOLE GRAIN ROLLED OATS, BROWN SUGAR, RICE, SUGAR, SALT, TRICALCIUM PHOSPHATE, CORN SYRUP, WHEAT STARCH, MALT SYRUP, DRIED HIGH MALTOSE CORN SYRUP, TRISODIUM PHOSPHATE, CALCIUM CARBONATE, ZINC AND IRON (MINERAL NUTRIENTS), A B VITAMIN (NIACINAMIDE), VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B2 (RIBOFLAVIN), VITAMIN BI (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), ARTIFICIAL FLAVOR, ANNATTO EXTRACT COLOR, VITAMIN B 12, VITAMIN D, SOY FLOUR. FRESHNESS PRESERVED BY BHT. Honey Nut Clusters: SUGAR, ALMONDS, CRISP RICE (RICE FLOUR, SUGAR, MALT AND SALT), BROWN SUGAR SYRUP, WHOLE WHEAT, HONEY, CORN SYRUP. CORN STARCH, CORN MEAL, SALT, MALTODEXTRIN, BAKING SODA, TRISODIUM PHOSPHATE, ARTIFICIAL FLAVOR, CARAMEL AND ANNATTO EXTRACT COLOR. FRESHNESS PRESERVED BY BHT. Dried Fruit and Nut Blend: RAISINS, ALMONDS, SUGAR, WALNUT PIECES, CRANBERRIES, GLYCERIN, DRIED APPLES, PRUNES, PARTIALLY HYDROGENATED SOYBEAN OIL, CORN SYRUP SOLIDS, SORBITOL, DEXTROSE, RICE FLOUR, NONFAT MILK, MODIFIED CORN STARCH, CULTURED NONFAT MILK SOLIDS. COLOR AND FRESHNESS PRESERVED BY SODIUM SULFITE AND BHT. Chopped Pecans: PECAN PIECES.

1438B

	Facts			Lacts			1			
Serving Size 1 (58g) Servings Per Container: 1	ar: 1		Serving Size 1 (51g) Servings Per Container: 1	(51g) ontainer: 1			Nutrition Fa	Facts _{55g)}		
		with				with	Servings Per Container: 1	iner: 1		
Amount Per Serving	Cereal	akim milk	Amount Per Serving Calories		Cereal 9	skim milk 240			with 1/2 cup	돌음
Calories from Fat	100	100	Calories from Fat		50	90	Calories	Cereal	skim milk	¥200
	1	P. Dollar Walnut A.			led%	"Daily Value"	Calories from Fat	9		8
Total Est 11 of	16%	47%	Total Fat 5g*		%8	86.0		3	"Daily Value"	3
Section 100	700	400%	Seturated Fat 0.5g	Š	39%	3%8	Total Bat Got	700	A CHIEF	307
			Polyunsaturated Fat 1g	Fort 1g			S To the state of	36.		1
Polydinseturated ratio			Monounsaturated Fat 3.5g	A Fort 3.5g			Saidrated Fat U Su			:
Monounsaturated Fat bg	1	407	Cholesterof Omg		%0	40%	Polyunsarurated Fat 1 30	20		
Cholesterolung	2		Sodium 260mg		11%	13%	Monocurs at un set of a set of			1
Sodium 270mg	%LL	200 C	Potassium 125mg	8	4%	8%	Cholester of Umg	200	7	*
DEDOC TOTAL	+	0/.0	Total	Ş	70%	1.4%	Dodge siles 150m2	2		
Carbohydrate 39g	13%	15%	Cleany Fiber 30		130%	430%	Total			:
Dietary Fiber 3g	11%	%FF	Sugars 18a				Carbohydrate 39g	13%	-	15%
Sugars 17g			Other Carbohydrates 17g	ates 17g			Dietary Fiber 3g	12%	-	12%
Other Carbonydrates 199	8		Protein 3g				Sugers 15g			-
Protein Sg			Vitamin A		20%	25%	Other Carbohydrates	219		
Vitamin A	10%	15%	Vitamin C		20%	%0g	Protein 4g			į
Vitemin C	10%	10%	Calcium		45%	80%	Vitamin A	8%	10	10%
Calcium	15%	30%	Iron		20%	20%	Vitamin C	%0		%0
Iron	35%	35%	Vitamin D		25%	35%	Calclum	20%	ň	32%
Vitamin D	10%	20%	Vitamin E		80%	%09	Iron	25%	Ä	25%
Vitamin E	%9	%9	Thlamin		80%	900%	Vitamin D	88%	7	20%
Thiamin	36%	35%	Riboflavin		80%	%06	Thiamin	25%	Ä	25%
Riboflevin	35%	40%	Nacin		80%	808	Riboflevin	20%	ň	30%
Niscin	36%	35%	Vitamin B6		80%	80%	Nistoln	25%	Ň	25%
Vitamin 86	30%	30%	Folic Acid		70%	70%	Vitamin B6	20%	Ñ	20%
Folic Acid	30%	30%	Vitamin B12		80%	80%	Folic Acid	20%	ñ	8
Vitamin B12	30%	35%	Biotin		\$0%	%0s	Vitamin B12	20%	Ä	25%
Phosphorous	10%	20%	Pentothenic Acid		20%	SCO S	Phosphorous	20%	ñ	30%
Magnesium	15%	15%	Phosphorous		% 0	13%	Magnesium	8%	10	10%
2UZ	30%	35%	Magnesium		30%	%OF	Zinc	25%	5	25%
Copper	%	89	Zinc		800%	80%	Copper	4%		8
"Amount in Cereal. Asserving of cereal plus skim milk	of ceneal plus	skin milk	Copper		20%	% C.7	"Amount in Cereal. A serving of cereal plus skim milk	ving of ceneral plus	s skim milk	
provides 11g fat, 0mg cholesterol, 320mg sodium 320mg potassium, 44g carbohydrate (22g sugars)	isterol, 320mg sodium ohydrate (22g sugars)	odium ugars)	Amount in Gerall. A serving of oereal plus skim milk provides 6g fat, Ong oholesterol, 310mg sodium. 290mm optiestium, 430 carbohydate (230 suoars).	A serving of o ng cholesterol 43c carbohyd	ereal plus ski 310mg sodiu ate (230 sug	7 T T	provides 6g fat, 0mg cholesterol, 300mg £odium 320mg potassium, 44g carbohydrate (20g sugars)	olesterol, 300mg / arbohydrate (20g	sodium sugars)	
and og protein. ""physical Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on	sed on a 2,000 igher or lower de	calorie diet.	and big protein. **Protect Daily Values are based on a 2,000 calorie diet. **Vara della values may be bibber on fouen departing on the bibber on the bibber on the bibber of behaviors.	es are based o	on a 2,000 calone diet.	orte diet.	and og process: **Recognition of the state	based on a 2,000	O oalone diet depending on	
your oalorie needs:	3.000	2.600	your calorie needs:				your calorie needs:	ries. 2,000	2,600	
Total Fat Legs than		808	19.7	Calones:	2,000	2,500	Total Fat	_	909	
		250	Salt Fat	Less than	202	250			. 269	
و ا			Cholesterol	Less than	3000	300mg	OL#			
Sodium Less than	n 2,400mg	2,400mg	Sodium	Less than	2,400mg	2,400mg	-	Less than 2,400mg	ng 2,400mg	2 1
Total Cartobooks	3,5000		Potașsium		3,500mg	3,500mg	Total Carbobydrates	3000		?
Distant Fiber	259	308	Distant Fiber		250	300	Dietary Fiber	269	309	
*** Diabetio Exchange	2.5 Starch	oh 2 Fat	*** Diabetic Exchange		2.6 Starch	1 Fat	*** Diabetic Exchange	2.5 Starch	arch 1 Fat	
Pierrie American Dieterio Association and American	Association an	nd American	The District American District Association and American	in Dienerio Ass	bus notation	American	Arms Based on American Dietetic Association and American Distort American	tetlo Association	and American	_
CINITAL TONCOLUTION OF THE PARTY OF THE PART				01100110						

compare RECOMMENDATION PATH "A" or SPECIALIZED BLENDS PATH "C" FIG. 14

									- A
File	€	Edit	View	Insert	Format	Tools	Shape	Window	Help
				···					
	P_{\cdot}	ATHS	"A", "B	" or "C"					
	n	ıodif	<i>y</i>						
	Mι		NTS ~120 Granola, [y Bits, Enricl	ned Oat Cli	usters with I	ron, Oat	
	Со	nsumers	with food	allergies: N	o allergens f	ound.	~1203		
	α	JRRENT	ADD-INS:	~ 150	3				
			and Nut Ble	nd					
		opped Pe	cans Vut Clusters						
		505 ~		Remove Ad	d-Ins				
			=						
	Ali Ba Ch	mond-Coa nana Nut lopped Ha	zelnuts		07				
			oasted Macao						
	15	509 ~	> <u>/</u>	<u>4dd</u>					
		CKAGIN Thange Pac		1511	***************************************				
	N/	AME YO	UR FOOD I	PRODUCT			~ 1513		
	(yo	our name	will alread	ly appear oi	ı the product	package, e.	g., "Jimmy's	Cereal")	
	41	542 ~	~ (n	-4				
		544 ~		Save for La Add to Basi					
		510 ~	_	My Home I	· 				
		538 ~		<u>Ny Home I</u> Complete N					
		546 ~		Cereal Prici					
		534 ~	_		<u>rs</u> Recommen <u>d</u> a	tions			
			- 4	LUMIN IO II		100			
									-
◀									.

FIG. 15

								•	•
File	Edit	View	Insert	Format	Tools	Shape	Window	He	elp
·									
							•		
	PATHS	S "A", "B	" or "C"						
	save i	and no	ame fo	ood pro	duct	~ 1602			
	su o c t	area rei	anie je	ou pro	conce	1002			
		UR FOOD		- +h - h dat		~ 1513	Come (III)		
	уоит пате	e wiii aireac	<i>су арреат</i> от	n the product	раскаде, е	.g., jimmy s	Cereal)		
		> <u>Save for</u> > <u>Add to B</u>							
			_						
4								1	+

File	Edit	View	Insert	Format	Tools	Shape	Window	Hel
	PATHS only ba		" or "C"					
Y	OUR ORDI	ER	~ 1702					
	EREAL ESCRIPTIC	PAC ON '	CKAGING TYPE	QUA	NTTTY	EACH	TOTAL	
	ocky Road 5 cup servin		lowl	7 serv	ings	\$1.09	\$7.63	
	>> <u>Click H</u> rtions (2 Ci		<u>arger</u> ~ 17 0.25 Extra	704		Subtotal Shipping Total		
Bill	OUR ADDR ling Address pping Addre	:	DRMATION	~ 1706	ξ.			
Sav	YMENT IN red Credit C e a Different	ard		~ 1708 TER INFOR	<u>MATION</u>	HERE)		
Rea	view Priva	cy Policy	~ 17	10				
	ubmit Orde	<u>er</u> .		~ 1712 ~ 1711				
T								•

FIG. 17

					,					—	
File)	Edit	View	Inse	rt	Format	Tools	Shape	Window	He	elp
						ONE BI			ATH "B"		
	Bed	cause yo	INSTRUE u have cho importan	osen "O	ne Bl	end Only,		~1802 now create :	your own	-	
	1) ?	You may	choose up	p to 3 c	ereal	forms and	3 add-ins				
	ingr AN	redients in D ALL	n italics ma CAPS. In	ay not b gredien	e con	ents can ge abined with ower case p	INGREI	o, in the list DIENTS IN ything.	below, BOLD	_	
	CEI		LAKES ~ Flakes			Soy Flakes					
	Γ.		Corn Flake			Frosted Cor	n Flakes				
	С		Flakes	_		Sweetened					
	匚	Multi-0	Grain Flakes			Frosted Whe	eat Flakes				
	匚	<u>Oatme</u>	eal Flakes			Whole Grain	Wheat Flake	<u>es</u>			
•	CEF	REAL PU	J FFS AND	RINGS	s ~ 18	806					
į		Apple C	innamon Oa	t-Rings		Multi-Grain	<u>Rings</u>				
		Fruit Fla	vored Com I	Puffs		Oat and So	<u>y Rings</u>				
1		Fruit Fla	vored Com I	Rings		Oat Rings					
I		Fruit Fla	vored Rice F	Puffs		Peanut Butt	er & Cocoa (Corn Puffs			
I		<u>Cinnamo</u>	on Com Star	<u>'s</u>	<u> </u>	Rice Puffs					
ſ		Cocoa C	Corn Puffs			Sweetened	Corn Puffs				
ſ		<u>Cocoa F</u>	Rice Puffs			Sweetened	Oat Puffs			ĺ	
ſ		Com Pu	ffs		Γ.	Frosted Oat	Rings				
ſ		Honey N	lut Oat Rings	ì		Sweetened	Oat & Soy Ri	ings			
		Maple Fi	lavored Corn	Puffs		Sweetened	Wheat Puffs				-
)	

FIG. 18A

								-	_
File	Edit	View Insert For	mat	Гос	ols S	hape	Window	He	lp
7	1.							.	
<i>_</i>	иу і	aste preferences2	ONE I	BLI	END C	ONLY P	'ATH "B"		<u> </u>
	ОТН	ER CEREAL FORMS: ~ 180	8						
		Toasted Cinnamon Multi-Grain Squar	res [Rice Sq	uares			
		Cinnamon Graham Squares			Multi-Gr	ain Muesli			
		Corn Squares	Γ		<u>Multi-Gr</u>	ain Granola	<u>a</u>		
		Wheat Squares	Γ		Wheat f	<u> Biscuits</u>			
		Honey Nut Multi-Grain Squares	Γ		Wheat I	<u>Vuggets</u>			
		Honey Graham Squares	E	_	High Fit	oer Bran Sh	reds		
		Multi-Bran Squares							
	CLU	STERS/ADD-INS: ~1810)						
		Banana Nut Clusters		Sw	eetened/	Nut Cluster	<u>'S</u>		
		Maple Nut Clusters							
		Chocolate Flavored Marshmallow Bits	<u>s</u>						
		Dinosaur Shaped Rice Puffs		Ma	arshmallo	w Bits			
		Oat Clusters							
									<u> </u>
								>	

450B

FIG. 18B

	ן כ									—	_
Fi		Edit	View	Insert		mat	Tools	Shape	Window	Не	elp
		ny ta		eference	2S 2	ONE I	BLEND	ONLY PA	A <i>TH "B"</i>		
	Γ	ALMO	OND COATE	D RAISINS	Γ	Chor	oped Wainut	<u>s</u>			
	Γ.,	ALMO	OND SLICES	i	Г	Dried	f Fruit and N	lut Blend			
	Γ	Chop	ped Hazelnut	<u>s</u>		Suga	r Coated SI	iced Almonds			
		Chop	ped Pecans			Hone	ey Roasted S	Soy Nuts			
		Chop	oed Roasted	Macadamia N	uts [Roas	ted Soy Nut	<u>'s</u>			
		REEZE-1	PLEASE N DRIED: ~				DATE BITS	ONS ARE I	ORIED OR		
		CHE	RRY BITS			RAISIN	<u>s</u>				
		RAI	SIN APPLE I	PRUNE BITS		Apple S	lices				
		cod	CONUT BITS			<u>Cinnam</u>	on Apple Sli	<u>ices</u>			
		CRA	NBERRY BI	<u>TS</u>		<u>Raspbe</u>	rry Bits				
		GOL	DEN RAISIN	<u>1S</u>		Toasted	l Coconut Bi	<u>ts</u>			
		WHO	OLE BLUEBI	<u>ERRIES</u>		Mango I	<u>Bits</u>				
		WHO	OLE CHERR	<u>IES</u>		Peach E	<u>Bits</u>				
			ETENED DA	ATE BITS		Pineapp	le Bits				
		WHO	DLE CRANB	ERRIES		<u>Strawbe</u>	rry Bits				
, 1				MODIFY Y Nut Cheer				<u>PEAL!!</u> ~ 1 !)	811		
•										- →	

1

FIG. 18C

450C

File	e Edit	View	Insert	Format	Tools	Shape	Window	Hel	р
				·					
									_
	ONE BI	LEND C	NLY P	ATH "B"	•				
	one bl	lend r	ecomi	nendai	tion				
	YOUR CL	STOM BL	END ~1	904				ĺ	
	Cinnamor	n Graham :	Squares, O	at Clusters, I	Enriched O	at Clusters			
	Consume	rs with foo	d allergies:	Contains W	HEAT, DAI	RY ingredi	ents.		
	Nutrition	Highlights							
	Vitamin E		a Cal	cium F	iber	Folic Acid	Soy Protein		
:	100 % Daily Value	100 9	% 70		6 g	100 % Daily Value	0 g		
	·	-	,			any value			
	Save T Cere		_	Detailed					
	(and ad	ld to		ents/Nutrition Panel	<u>on</u>		Pricing		
	My Bas	sket)		<u>1 anci</u>					
									Ì
									ļ
 									_
4								•	

/ 435

ONE BLEND ONLY PATH "B" - MODIFY YOUR FAVORITE CEREAL CATEGORY

			Transmis & Iviniciais (Cilouse I)
Cheerios®	• Fiber 1®	Lucky Charms®	Standard vitamins & minerals
Corn Chex®	 Sugar Frosted Corn 	Raisin Bran®	Personalized blend*
Rice Chex®	Flakes®	Crispy Rice®	
Wheat Chex®	• Granola®	Shredded Wheat®	Other Nutrients (0, 1, or 2)
Cinnamon Toast®	 Honey Nut Cheerios® 	• Total®	
Cocoa Puffs®	 Honey Nut Chex® 	Trix®	Fiber (bran) clusters
Corn Flakes®	Golden Grahams®	• Wheaties®	Soy protein clusters
	• Kix®		
Nuts (Choose 0, 1, or 2)	Fruits (Choose 0, 1, or 2)	Sweet Stuff (Choose 0, 1, or 2)	
• Almonds	 Apple chunks 	• Chocolate chunks (dark)	Current Duice
Hazelnuts	• Apricots	• Chocolate chunks (milk)	
Honoxy must olyestoms		City of the continue (mink)	· ·
noney nut clusters	 Bananas 	 Chocolate chunks (white) 	\$1.00
Macadamia nuts	Blueberries	Chocolate & peanut	
• Pecans	 Sweet cranberries 	butter	Per Single-Serve Bowl
• Peanuts	• Dates	 Chocolate coated peanuts 	
Raisin nuts	• Peaches	Chocolate coated raisins	Clear
• Walnuts	Raspberries	Coconut (shredded)	
,	Raisins	 Malted milk balls 	Click here to save this
	 Golden Raisins 	 Marshmallow bits 	combination
	 Strawberries 	 Yogurt chips - vanilla 	Clink bound to mondy and
	 Tropical (pineapple, 	 Yogurt chips - blueberry 	Cuck here to create another
	papaya, and mango)	 Yogurt chips - strawberry 	Complianton

1816

* first you must complete our health and nutrition survey

alternate modify option

FIG. 20

File Edit Tools Shape Window Help View Insert **Format** _ SPECIALIZED BLENDS PATH "C" specialized blends ~2102 Choose your favorite category In a hurry? Know just what you want to focus on? Perhaps you would like to see our favorite blends, our customer's favorite blends, or your favorite celebrity's blend? You can even modify your favorite cereal! We'll give you up to 3 offerings in the category of your choice. You decide what is best for you!! *Health* ~2104 >WEIGHT MANAGEMENT - let us help you manage your diet in a healthy and delicious >ENERGY - food products can be a wonderful source of essential energy rich nutrients! >HEART HEALTH - unique and wonderful tastes which help keep you and your heart healthy! >DIABETIC HEALTH >DIGESTIVE HEALTH >CHILDREN'S HEALTH >PREGNANT/NURSING >ANTIOXIDANT BLENDS >HIGH FIBER BLENDS >SOY PROTEIN BLENDS >HIGH PROTEIN BLENDS >VEGETARIAN'S CHOICE - Are you getting enough protein with your diet? >ATHLETE'S BLENDS - Are you training for a marathon? We can help you eat right! Taste - indulge in some amazingly tasty treats! ~2106 >CHOCOLATE LOVER'S DELIGHT! >CRAZY FOR NUTS! Favorites ~2108 >CELEBRITY CHOICE - e.g., See what cereal J.C. of N'Sync created! (Be sure to have mom or dad do the ordering!) >PEOPLE'S CHOICE (POPULAR BLENDS) e.g., Great Lakes Special! >OUR FAVORITES

1456

										
						·			▼	_
File	Edit	View	Insert	Format	Tools	Shape	Window		He	<u>lp</u>
Si	•			mendatio						
				created and : orite celebrity		led by us, ot	her users of		-	
0	ui website.	om, or eve	ii your lave	of the Celebraty	y. Enjoy:				ĺ	
2:	202~ <u>Heart</u>	Health- Be	cause you c	hecked Heart	Health, we	ve shown yo	ou one or more c	ereals	ł	
w	rith soluble	fiber from c	oats, antioxi	dant vitamins	C and E, vi	tamin B6, fol	ic acid, vitamin .	<i>B12</i> .		
4						<u></u>		•		
457A	1		FIC	G. 22A						
	1								1	
File	Edit	View	Insert	Format	Tools	Shape	Window		He	elp
Si	pecializ			mendatio						
-1	4			created and		led by us, ot	her users of			
01				orite celebrity		• .				
	=	_			. •				1	
				d Energy, we' nplex vitamin.			re cereals with fi	ber,		
4			ina E, D-coi.	npiex viiumin	s, magnesta			Т.		
457E	2		FI	G. 22B					1	
43/L	•		1.1	J. 22D						
	7								T_	Τ.
File	Edit	View	Insert	Format	Tools	Shape	Window		He	
				mendatio		Gridpo	VIIIGOV			<u> </u>
3/	L .			created and		led by us, of	her users of			
0				orite celebrity						
									1	1
							e've shown you		ļ	ı
			annoxiaani ydrate exch		na E, 512 vi	iamins, ana v	we have limited ;	your	[ı
			<u></u>					—		
4570	~		FI	G. 22C						
73/0	-		r I (G. 22C						
	T								-	
File	 Edit	View	Insert	Format	Tools	Shape	Window		He	
				mendatio						
37	-			created and		ded by us, ot	her users of			
O				orite celebrit						
_		 -		.,						
	202~ <u>Taste</u> ecision is w			rith wonderful	nutrition-w	hat could be	better? Your ha	ırdest)
			ριεκ:				·			
<u> </u>)		<u></u>
157D			FI	G. 22D						



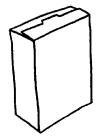
~2302

FIG. 23A



~2304

FIG. 23B



~2306

FIG. 23C